

Dallas Area Rapid Transit (DART)
Dallas, Texas

DART Redesign of Rider Information Pieces and Bus Stop Signs to Educate Riders

Best Marketing and Communications Educational Initiative
Print Media

Group 3 – Greater than 20 million annual passenger trips



Situation



Bus Route Categories – Based on Frequency

With the New Bus Network, DART changed how it categorized its routes, from route type to route frequency.

DART wanted to find a graphical way to indicate to riders – at a glance – what group a bus route was in.

Previous Bus Route Numbering Scheme

Series	Route Type
001-099	Core frequent, freeway/BRT local routes
100-199	Local radial routes
200-299	Express routes
300-399	Feeder routes
400-499	Crosstown routes

New Bus Route Numbering Scheme

Range	Route Type
001 – 099	7-day svc, 15 – 20 min Freq
100 – 199	7-day svc, 30 min Freq
200 – 299	7-day svc, 40 – 60 min Freq
300 – 399	Express
400 – 499	Shuttles
500 - 599	Special Events/Emergency Shuttles



Customer Information Pieces to be Updated

Printed Materials

How To Ride Guide - General

Timetables for each Route

Service Change Brochure (undecided)

CBD Downtown Dallas Map Brochure

Bus Operator Route Guides

Rail Guide

How To Ride Guide - Airport

TRE Guide

System Map

Severe Weather Guide

GoLink Zone Brochures for each zone

Signs

Bus Interior

Rail Interior

Corner Markers

Guide-A-Rides

Bus Blades

Bus Blade Bags

Route Decals

Wind Screens

Platform Banners

Mini Pylons

Maxi Pylons

TVM



Customer Information Materials



Rail and Bus Color Scheme – Previous

Old Color System

Rail Lines



Bus Routes



CHALLENGES:

- Similarity of bus and rail colors implied service connections where there were none.
- Service-based color system was confusing for riders, with both blue and purple indicating local bus service.
- Neither rail nor bus lines were friendly for any of the three most common forms of color blindness.
- Purple bus route color doesn't have an accurate HEX match for web.

Red color blindness (Protanopia)

Effects about 1% of males, .6% total population

Rail Lines



Bus Routes



Green color blindness (Protanopia)

Effects about 1% of males, .6% total population

Rail Lines



Bus Routes



Blue-Yellow color blindness (Tritanopia)

Effects about 0.0001% of total population

Rail Lines



Bus Routes



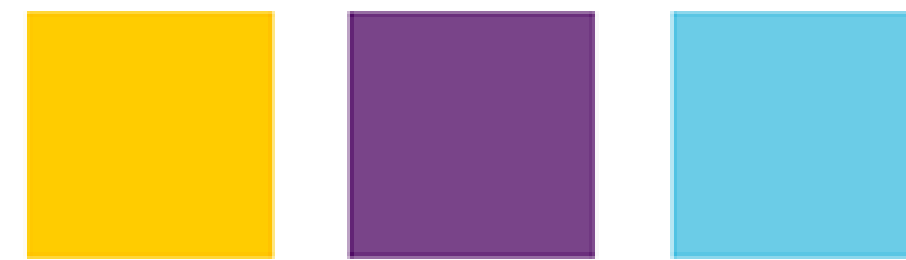
Rail and Bus Color Scheme – New

New Color System

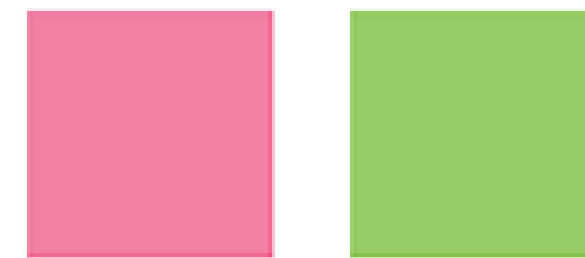
Rail Lines



Bus Routes - frequency-based service



Bus Routes - special services



SOLUTIONS:

- Bus colors now correlate directly to service type or service frequency.
- Shifting the red line lighter, green line darker, and bus lines to new shades fixes color blindness issues, even in HEX (web) environments.
- All colors have solid HEX approximations.

Red color blindness (Protanopia)

Effects about 1% of males, .6% total population

Rail Lines



Bus Routes - frequency-based service



Bus Routes - special services



Green color blindness (Deuteranopia)

Effects about 1% of males, .6% total population

Rail Lines



Bus Routes - frequency-based service



Bus Routes - special services



Blue-Yellow color blindness (Tritanopia)

Effects about 0.0001% of total population

Rail Lines



Bus Routes - frequency-based service



Bus Routes - special services




Bus Route Brochures – Previous Design

CHALLENGES:

- Color scheme did not tie to route numbering scheme.
- Single-color design made it harder to differentiate between routes and base map.
- PM time points were bolded, which did not provide enough contrast for many riders to perceive.
- Icons were used inconsistently.

2


LOCAL




Effective October 19, 2020


Monday – Sunday

Downtown Dallas

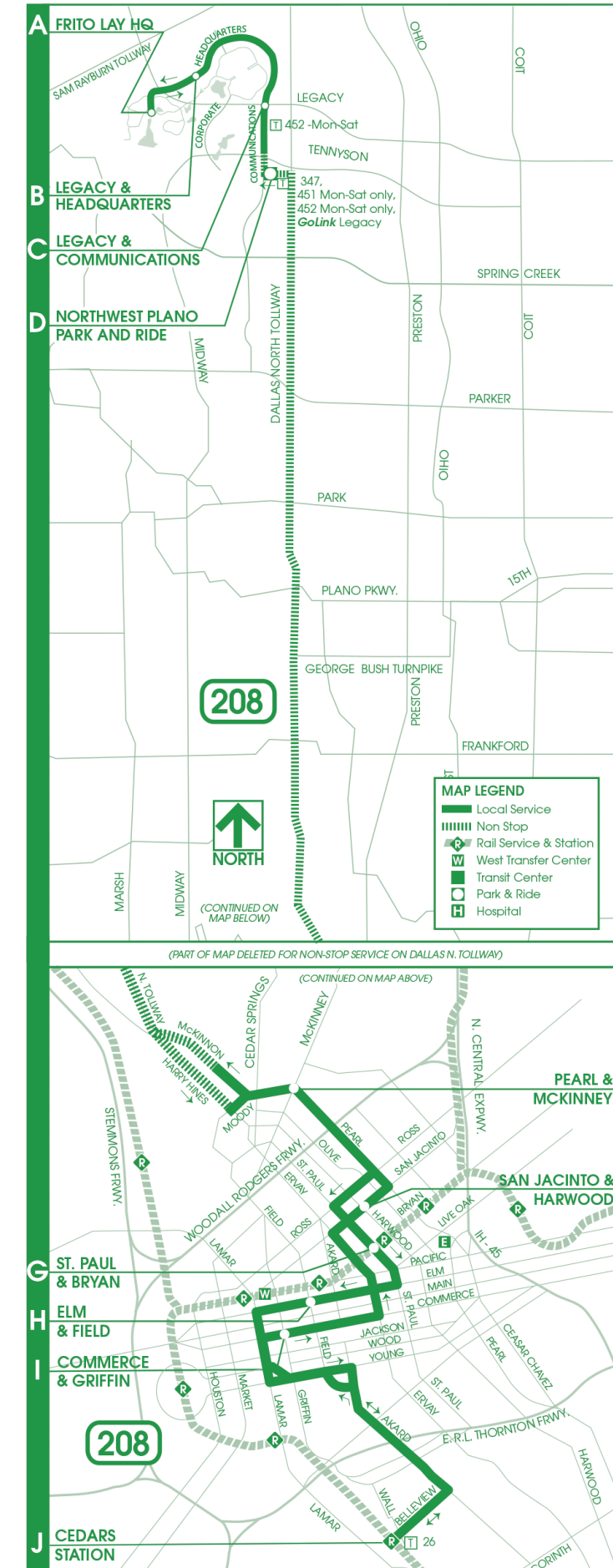


Culver





DART.org
214-979-1111
En Español
transporteDART.org



WEEKDAY/Entre Semana 208-To Downtown Dallas

	A	B	C	D	D	E	G	H	J
5:20	5:23	5:27	5:30	5:30	5:55	6:01	6:06	6:15	
5:40	5:43	5:47	5:50	5:50	6:15	6:21	6:26	6:35	
6:00	6:03	6:07	6:10	6:10	6:35	6:41	6:46	6:55	
6:20	6:23	6:27	6:30	6:30	6:55	7:01	7:06	7:15	
6:40	6:43	6:47	6:50	6:50	7:15	7:21	7:26	7:35	
7:00	7:03	7:07	7:10	7:10	7:35	7:41	7:46	7:55	
7:20	7:23	7:27	7:30	7:30	7:55	8:01	8:06	8:15	
7:40	7:43	7:47	7:50	7:50	8:15	8:21	8:26	8:35	
8:00	8:03	8:07	8:10	8:10	8:35	8:41	8:46	8:55	
8:20	8:23	8:27	8:30	8:30	8:55	9:01	9:06	9:15	
8:40	8:43	8:47	8:50	8:50	9:15	9:21	9:26	9:35	
9:00	9:03	9:07	9:10	9:10	9:35	9:41	9:46	9:55	
2:50	2:53	2:57	3:00	3:00	3:25	3:31	3:36	3:45	
3:10	3:13	3:17	3:20	3:20	3:45	3:51	3:56	4:05	
3:30	3:33	3:37	3:40	3:40	4:05	4:11	4:16	4:25	
3:50	3:53	3:57	4:00	4:00	4:25	4:31	4:36	4:45	
4:10	4:13	4:17	4:20	4:20	4:45	4:51	4:56	5:05	
4:30	4:33	4:37	4:40	4:40	5:05	5:11	5:16	5:25	
4:50	4:53	4:57	5:00	5:00	5:25	5:31	5:36	5:45	
5:10	5:13	5:17	5:20	5:20	5:45	5:51	5:56	6:05	
5:30	5:33	5:37	5:40	5:40	6:05	6:11	6:16	6:25	
5:50	5:53	5:57	6:00	6:00	6:25	6:31	6:36	6:45	
6:10	6:13	6:17	6:20	6:20	6:45	6:51	6:56	7:05	
6:30	6:33	6:37	6:40	6:40	7:05	7:11	7:16	7:25	
6:50	6:53	6:57	7:00	7:00	7:25	7:31	7:36	7:45	

PM listings in Bold type/PM en Números Oscuros

HOLIDAY SCHEDULE

NO SATURDAY OR SUNDAY SERVICE
No Holiday Service on days observed for Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and New Year's Day.



WEEKDAY/Entre Semana 208-To Northwest Plano Park & Ride

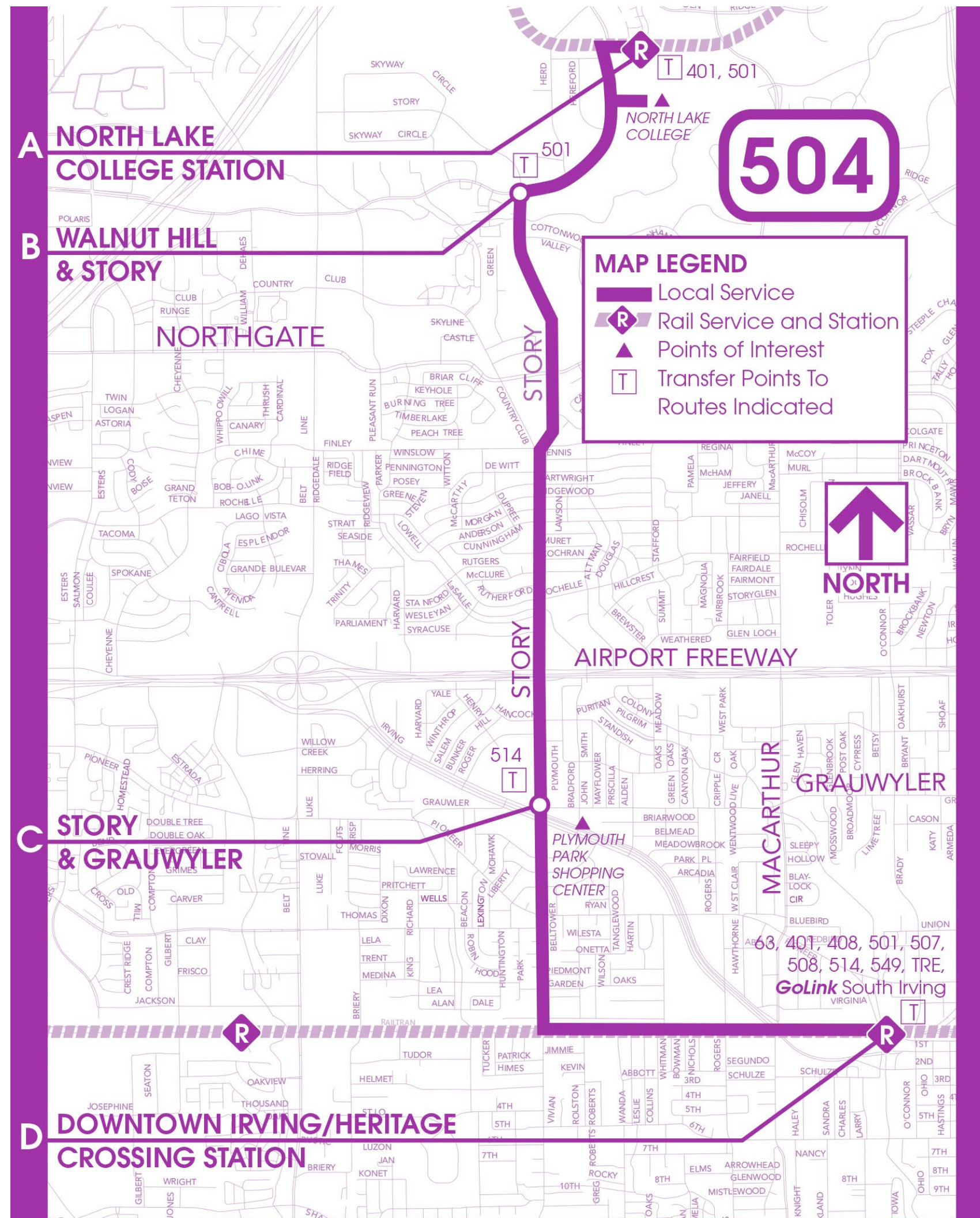
	J	I	F	E	D	C	B	A
5:06	5:15	5:22	5:28	5:58	6:04	6:09	6:12	
5:51	6:00	6:08	6:15	6:45	6:51	6:56	6:59	
6:11	6:20	6:28	6:35	7:05	7:11	7:16	7:19	
6:31	6:40	6:48	6:55	7:25	7:31	7:36	7:39	
6:51	7:00	7:08	7:15	7:45	7:51	7:56	7:59	
7:11	7:20	7:28	7:35	8:05	8:11	8:16	8:19	
7:31	7:40	7:48	7:55	8:25	8:31	8:36	8:39	
7:51	8:00	8:08	8:15	8:45	8:51	8:56	8:59	
8:11	8:20	8:28	8:35	9:05	9:11	9:16	9:19	
8:31	8:40	8:48	8:55	9:25	9:31	9:36	9:39	
8:51	9:00	9:08	9:15	9:45	9:51	9:56	9:59	
9:11	9:20	9:28	9:35	10:05	10:11	10:16	10:19	
3:00	3:10	3:18	3:26	4:10	4:16	4:21	4:24	
3:20	3:30	3:38	3:46	4:30	4:36	4:41	4:44	
3:40	3:50	3:58	4:06	4:50	4:56	5:01	5:04	
4:00	4:10	4:18	4:26	5:10	5:16	5:21	5:24	
4:20	4:30	4:38	4:46	5:30	5:36	5:41	5:44	
4:40	4:50	4:58	5:06	5:50	5:56	6:01	6:04	
5:00	5:10	5:18	5:26	6:10	6:16	6:21	6:24	
5:20	5:30	5:38	5:46	6:30	6:36	6:41	6:44	
5:40	5:50	5:58	6:06	6:50	6:56	7:01	7:04	
6:00	6:10	6:18	6:26	7:10	7:16	7:21	7:24	
6:20	6:30	6:38	6:46	7:30	7:36	7:41	7:44	
6:40	6:50	6:58	7:06	7:50	7:56	8:01	8:04	
7:00	7:10	7:18	7:26	8:10	8:16	8:21	8:24	
7:21	7:30	7:37	7:44	8:25	—	—	—	

HORARIO EN DÍAS FESTIVOS

NO HABRÁ SERVICIO DE SÁBADO O DE DOMINGO
No habrá servicio en los días que se observa el Día de los Caídos, Día de la Independencia, Día del Trabajo, Día de Acción de Gracias, el día después de Acción de Gracias, Navidad y Año Nuevo.



Bus Route Brochures – Previous Design



HOW TO USE THIS SCHEDULE / CÓMO USAR ESTE HORARIO

000 LOCAL

Effective August 12, 2019

Monday - Friday

Downtown Dallas

Glen Oaks-East

Glen Oaks-West

ROUTE Ruta

SERVICE TYPE Tipo de servicio

EFFECTIVE DATE Fecha efectiva

DAYS OF SERVICE Días de servicio

DESTINATION Destino

CONNECTIONS/AMENITIES Conexiones/instalaciones

- TRANSFER LOCATION Lugar de transbordo
- RAIL STATION Estación del Tren
- BUS TRANSIT FACILITY Terminal de Autobús
- TRE, RAILWAY EXPRESS
- PARK & RIDE Estacionamiento

DART.org 214-979-1111

DEPARTURE TIMES & STREET NAMES / HORARIOS DE SALIDA Y NOMBRES DE CALLES

ROUTE VARIATION Variación de ruta

TIME POINTS Horarios

MAP REFERENCE Referencia en mapa

DEPARTURE TIMES Horarios de salida

BRANCH	STREET NAME	CALE	STREET NAME	CALE
A	B	C	D	
CH	7:30	7:30	7:45	8:00

DART Police/Policia de DART 214-928-6300

DARTmart/Tienda de DART 214-749-3282

LOST & FOUND Objetos Extraviados (M-F, 8 a.m.-5 p.m.) 214-749-3810

RIDESHARE/BIKE & RIDE 214-747-RIDE

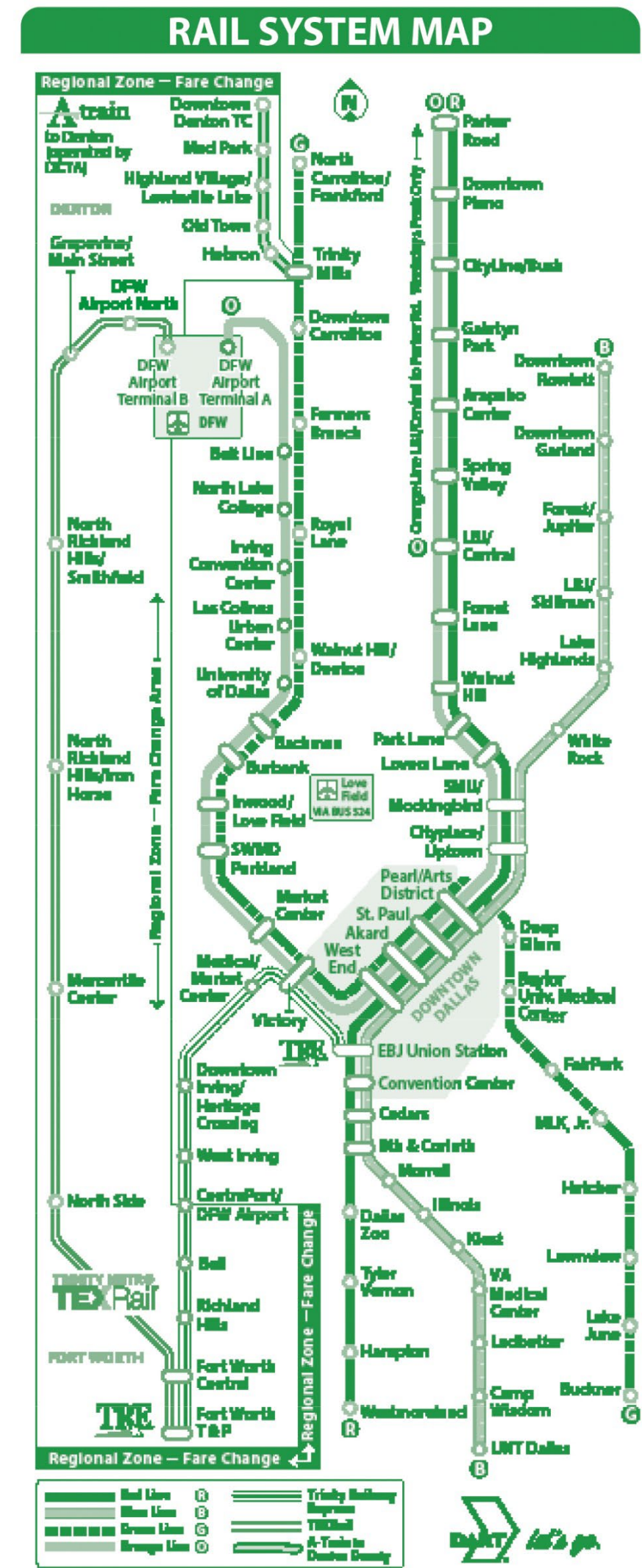
Paratransit Services for persons with disabilities Servicios Paratransit para personas discapacitadas 214-515-7272

No Smoking on DART Property

Weather, special events, and traffic conditions may alter service. El clima, eventos especiales y congestión de tráfico puede afectar el servicio.

TWO GREAT WAYS TO PAY & SAVE!

GoPass TAP CARD MOBILE APP



208 EXPRESS

Effective October 19, 2020

Monday - Friday Rush Hour Only

- Northwest Plano Park and Ride
- Downtown Dallas/Cedars Station
- Legacy West

DART.org 214-979-1111

En Español transporteDART.org

DART let's go.



Bus Route Brochures – Color Research

Research into color blindness and other visual impairments yielded these design guidelines to increase readability of public transportation maps and materials:

- **Stylize maps** without too much geographical information to makes it easier to differentiate bus route lines from street lines.
- Use **white frames around the bus route lines** to keep the colors invariable and reduce confusion when lines intersect.
- Use **thick lines** to help the eye interpret the color better.
- **Mark route lines with route numbers**, especially when the line intersects with others.
- **Vary the intensity of the colors** since colorblind persons can see intensity differences but they may not see a difference between similar colors of the same intensity. For example:
 - Brown, red/pink, green
 - Grey, red/pink, green
 - Blue, purple, red, pink, green

8% of men have some sort of color-blindness

T2	T3	T4	T5	T6	T7	T8	T9	T11	T36	Tb
z	x	y	(y)	x	y	z	x	x		
	x	y	(y)	y	y			x		
	x	y			y			x		
z	x	y	â	â	æ	y	z	æ	x	
z ø	x				ø		z		x	
	x							x		
z	x				æ		z	æ	x	
	x	y			y			x		
	x	y			y			x		
	x	y			y			x		

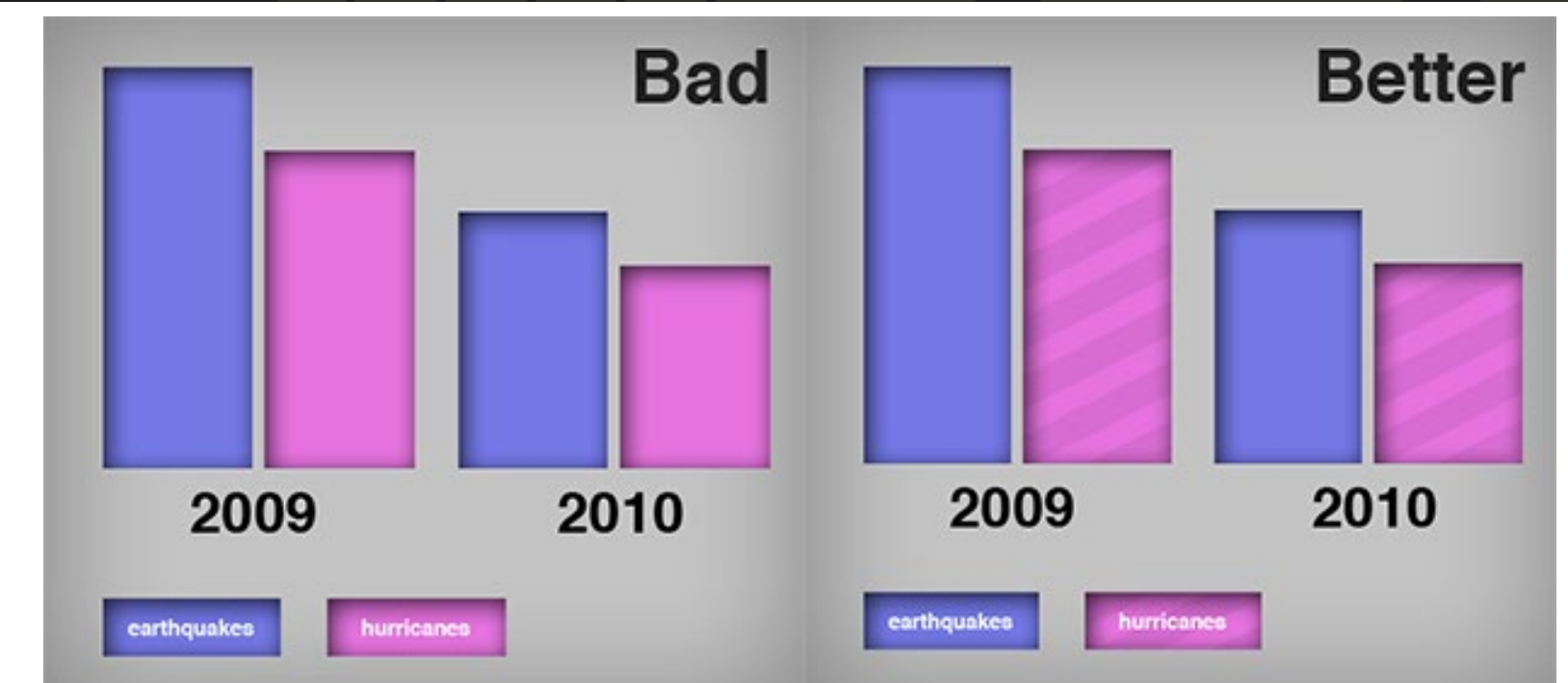
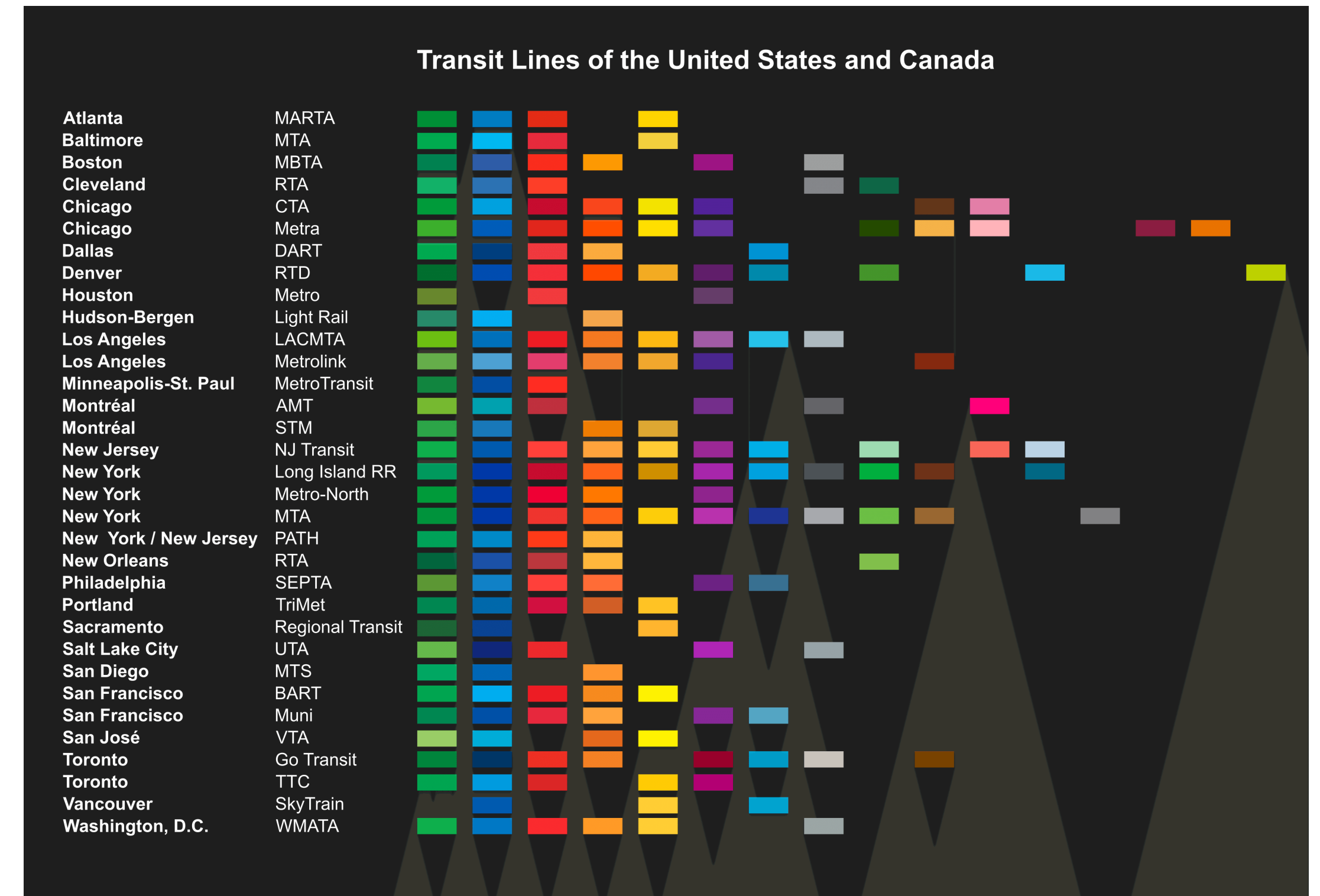
The columns of the table show the different bus line colors of Trondheim. The rows are linked to the test persons and the different marks show line colors, which looked the same to the person under test.



<https://www.color-blindness.com/2007/11/07/improving-the-readability-of-public-transport-maps-for-colorblind-travelers/>
<https://99designs.com/blog/tips/designers-need-to-understand-color-blindness/>

Bus Route Brochures— Color Research

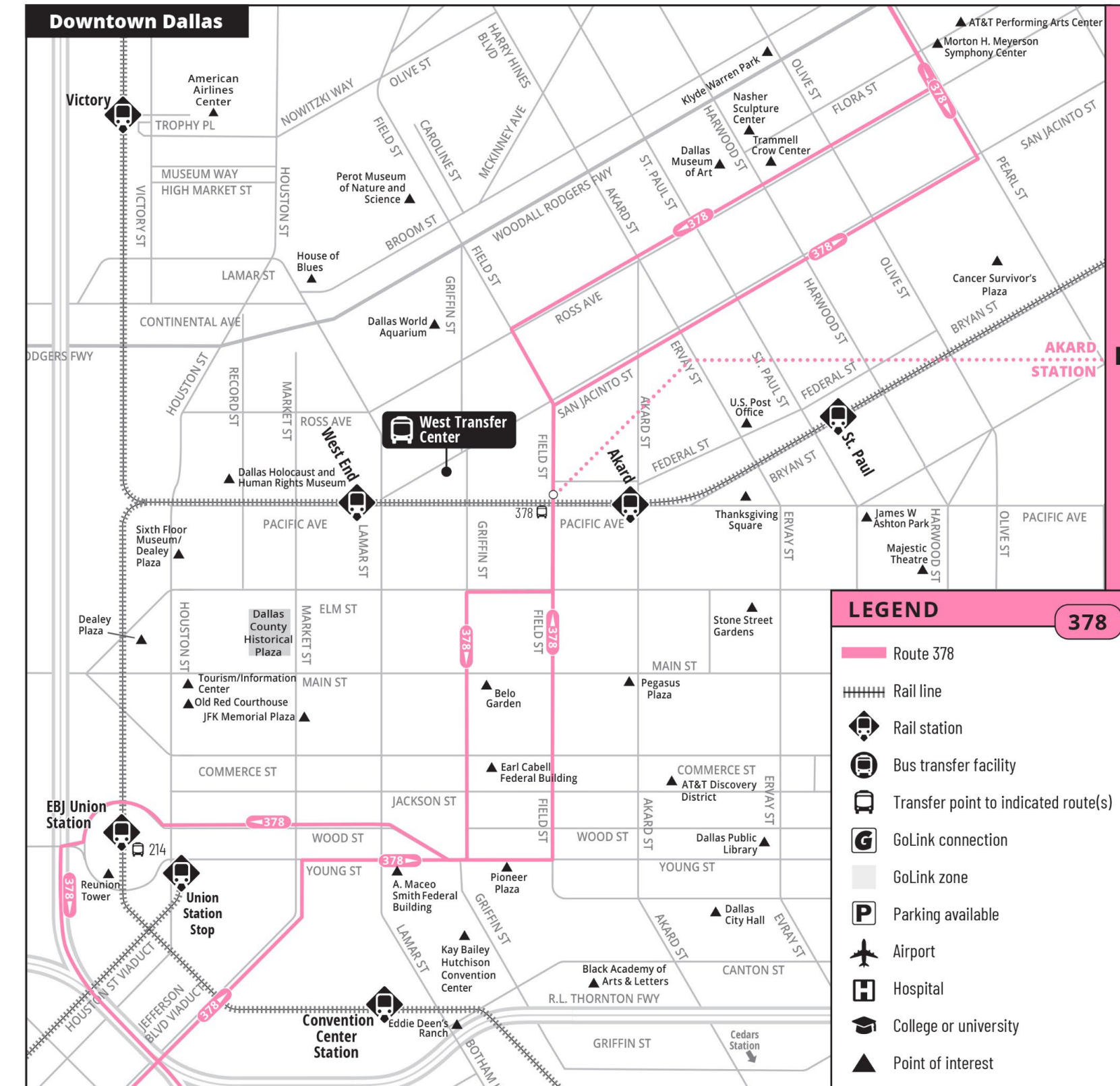
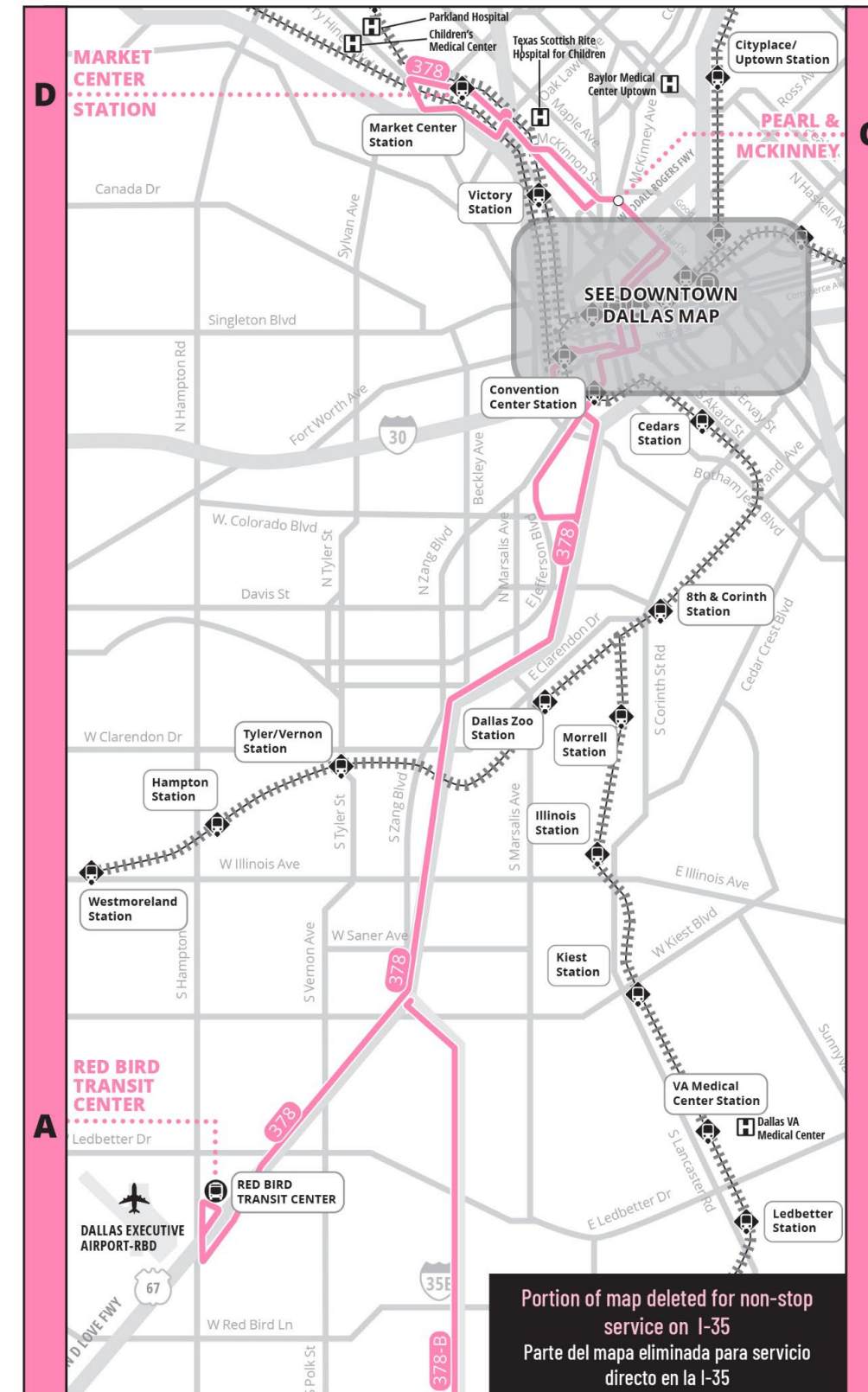
- **Make designs monochrome** by using various shades of a single color.
- **Use high contrast** since color-blind people can still perceive contrast, as well as differences in hue, saturation, and brightness.
- **Use texture** in addition to color intensity to differentiate between objects.
- Use a **color-blindness checker** for all proposed designs.



Bus Route Brochures – New Design

SOLUTIONS:

- Incorporated route type identifiers by color-coding the route brochures to its route-frequency group.
- Selected a two-color design to enhance readability.
- Enhanced the visibility of time points and AM/PM times by designating the start of day part with A or P.
- Simplified the number and style of icons used.



NEW!
TAP YOUR CARD AND GO

TAP. PAY. GO.

No need to select a fare. Simply tap your card or phone. It's that easy.
GoPass.org
Now accepting:

VISA, AMEX, DISCOVER, Apple Pay, Google Pay, Samsung Pay

GLENN HEIGHTS PARK & RIDE (SELECT TRIPS)

Glenn Heights Park & Ride

Glenn Heights GoLink



Bus Route Schedule – New Design

SOLUTIONS:

- Incorporated route type identifiers by color-coding the route brochure to its route-frequency group.
- Selected a two-color design to enhance readability.
- New alternating colors and values not only increase readability of the schedule, but also indicate frequency of routes.
- Enhanced the visibility of time points and incorporated clear identifiers for AM/PM times by designating the start of day parts with A or P.
- Simplified the number and style of icons used.

25 - Weekday/entre semana
Northbound

	A	B	C	D	E	F
FREQUENCY IN MINUTES	WESTMORELAND STATION	COCKRELL HILL TRANSFER LOCATION	CHALK HILL & IH-30	BERNAL/SINGLETON TRANSFER LOCATION	IRVING BLVD. & NURSERY	DOWNTOWN IRVING/HERITAGE CROSSING STATION
30	4:14 a	4:25 a	4:34 a	4:39 a	4:48 a	4:52 a
	4:44	4:55	5:04	5:09	5:18	5:22
	5:14	5:25	5:34	5:39	5:48	5:52
	5:44	5:55	6:04	6:09	6:18	6:22
	6:14	6:25	6:34	6:39	6:50	6:54
	6:29	6:40	6:50	6:55	7:06	7:10
	6:44	6:57	7:07	7:12	7:23	7:27
	6:59	7:12	7:22	7:27	7:38	7:42
	7:14	7:27	7:37	7:42	7:53	7:57
	7:29	7:42	7:52	7:57	8:08	8:12
	7:44	7:57	8:07	8:12	8:23	8:27
	7:59	8:12	8:22	8:27	8:38	8:42
	8:08	8:21	8:31	8:36	8:47	8:51
	8:23	8:36	8:46	8:51	9:02	9:06
	8:38	8:51	9:01	9:06	9:16	9:20
	8:53	9:06	9:15	9:20	9:30	9:34
	9:13	9:25	9:34	9:39	9:49	9:53
	9:28	9:40	9:49	9:54	10:04	10:08
	9:54	10:06	10:15	10:20	10:30	10:34
	10:14	10:26	10:35	10:40	10:50	10:54
	10:34	10:46	10:55	11:00	11:10	11:14
	10:54	11:06	11:15	11:20	11:30	11:34
	11:14	11:26	11:35	11:40	11:50	11:54
	11:34	11:46	11:55	12:00	12:10	12:14
	11:54	12:06	12:15	12:20	12:30	12:34
	12:14	12:26	12:35	12:40	12:50	12:54
	12:34	12:46	12:55	1:00	1:10	1:14
	12:54	1:06	1:15	1:20	1:30	1:34
	1:14	1:26	1:35	1:40	1:50	1:54
	1:34	1:46	1:55	2:00	2:10	2:14
	1:54	2:06	2:15	2:20	2:30	2:34
	2:14	2:26	2:35	2:40	2:50	2:54
	2:40	2:52	3:01	3:06	3:16	3:20
	3:00	3:12	3:21	3:26	3:36	3:40
	3:17	3:29	3:38	3:43	3:53	3:57
	3:35	3:47	3:56	4:03	4:15	4:19
	3:50	4:03	4:14	4:19	4:31	4:35
	3:59	4:12	4:23	4:28	4:40	4:44
	4:14	4:27	4:38	4:43	4:55	4:59
	4:29	4:42	4:53	4:58	5:10	5:14
	4:44	4:57	5:08	5:13	5:25	5:29
	4:59	5:12	5:23	5:28	5:40	5:44
	5:14	5:27	5:38	5:43	5:55	5:59
	5:29	5:42	5:53	5:58	6:10	6:14
	5:44	5:57	6:08	6:13	6:25	6:29
	5:59	6:12	6:23	6:28	6:40	6:44
	6:14	6:27	6:38	6:43	6:55	6:59
	6:34	6:47	6:56	7:01	7:10	7:14
	6:54	7:06	7:15	7:20	7:29	7:33
	7:14	7:26	7:35	7:40	7:49	7:53
	7:34	7:46	7:55	8:00	8:09	8:13
	7:54	8:06	8:15	8:20	8:29	8:33
	8:14	8:26	8:35	8:40	8:49	8:53
	8:34	8:46	8:55	9:00	9:09	9:13
	8:54	9:06	9:15	9:20	9:29	9:33
	9:14	9:26	9:35	9:40	9:49	9:53
	9:44	9:56	10:05	10:10	10:19	10:23
	10:14	10:26	10:35	10:40	10:49	10:53
	10:44	10:56	11:05	11:10	11:19	11:23
	11:14	11:26	11:35	11:40	11:49	11:53
	11:44	11:56	12:05	12:10	12:19	12:23
	12:14 a	12:26 a	12:35 a	12:40 a	12:49 a	12:53 a
	12:44	12:56	1:05	1:10	1:19	1:23

A weekend schedule will be operated on days observed for New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the Friday following Thanksgiving, and Christmas Day.

25 - Weekday/entre semana
Southbound

	F	E	D	C	B	A
FREQUENCY IN MINUTES	DOWNTOWN IRVING/HERITAGE CROSSING STATION	IRVING BLVD. & NURSERY	BERNAL/SINGLETON TRANSFER LOCATION	CHALK HILL & IH-30	COCKRELL HILL TRANSFER LOCATION	WESTMORELAND STATION
30	4:00 a	4:04 a	4:15 a	4:20 a	4:29 a	4:37 a
	4:30	4:34	4:45	4:50	4:59	5:07
	5:00	5:04	5:15	5:20	5:29	5:37
	5:30	5:34	5:45	5:50	5:59	6:07
	6:00	6:04	6:15	6:20	6:29	6:37
	6:15	6:19	6:30	6:35	6:46	6:56
	6:30	6:35	6:47	6:52	7:03	7:13
	6:45	6:50	7:02	7:07	7:18	7:28
	7:00	7:05	7:17	7:22	7:33	7:43
	7:15	7:20	7:32	7:37	7:48	7:58
	7:30	7:35	7:47	7:52	8:03	8:13
	7:45	7:50	8:02	8:07	8:18	8:28
	8:00	8:05	8:17	8:22	8:33	8:43
	8:15	8:20	8:32	8:37	8:48	8:58
	8:30	8:35	8:47	8:52	9:03	9:12
	8:45	8:50	9:02	9:07	9:18	9:27
	9:00	9:05	9:16	9:21	9:32	9:41
	9:20	9:25	9:36	9:41	9:52	10:01
	9:40	9:45	9:56	10:01	10:12	10:21
	10:00	10:05	10:16	10:21	10:32	10:41
	10:20	10:25	10:36	10:41	10:52	11:01
	10:40	10:45	10:56	11:01	11:12	11:21
	11:00	11:05	11:16	11:21	11:32	11:41
	11:20	11:25	11:36	11:41	11:52	12:01
	11:40	11:45	11:56	12:01	12:12	12:21
	12:00	12:05	12:16	12:21	12:32	12:41
	12:20	12:25	12:36	12:41	12:52	1:01
	12:40	12:45	12:56	1:01	1:12	1:21
	1:00	1:05	1:16	1:21	1:32	1:41
	1:20	1:25	1:36	1:41	1:52	2:01
	1:40	1:45	1:56	2:01	2:12	2:21
	2:00	2:05	2:16	2:21	2:32	2:41
	2:20	2:25	2:36	2:41	2:52	3:01
	2:40	2:45	2:56	3:01	3:12	3:21
	3:00	3:05	3:16	3:21	3:32	3:41
	3:15	3:20	3:31	3:36	3:47	3:57
	3:30	3:35	3:46	3:52	4:04	4:14
	3:45	3:51	4:03	4:09	4:21	4:31
	4:00	4:06	4:18	4:24	4:36	4:46
	4:15	4:21	4:33	4:39	4:51	5:01
	4:30	4:36	4:48	4:54	5:06	5:16
	4:45	4:51	5:03	5:09	5:21	5:31
	5:00	5:06	5:18	5:24	5:36	5:46
	5:15	5:21	5:33	5:39	5:51	6:01
	5:30	5:36	5:48	5:54	6:06	6:16
	5:45	5:51	6:03	6:09	6:21	6:31
	6:00	6:06	6:18	6:24	6:36	6:46
	6:20	6:26	6:38	6:44	6:56	7:04
	6:40	6:46	6:56	7:01	7:11	7:19
	7:00	7:05	7:15	7:20	7:30	7:38
	7:20	7:25	7:35	7:40	7:50	7:58
	7:40	7:45	7:55	8:00	8:10	8:18
	8:00	8:05	8:15	8:20	8:30	8:38
	8:20	8:25	8:35	8:40	8:50	8:58
	8:40	8:45	8:55	9:00	9:10	9:18
	9:00	9:05	9:15	9:20	9:30	9:38
	9:20	9:25	9:35	9:40	9:50	9:58
	9:40	9:45	9:55	10:00	10:10	10:18
	10:00	10:05	10:15	10:20	10:30	10:38
	10:30	10:35	10:45	10:50	11:00	11:08
	11:00	11:05	11:15	11:20	11:30	11:38
	11:30	11:35	11:45	11:50	12:00	12:08
	12:00 a	12:05 a	12:15 a	12:20 a	12:30 a	12:38 a
	12:30	12:35	12:45	12:50	1:00	1:08
	1:00	1:05	1:15	1:20	1:30	1:38

Se observará un horario de fin de semana durante Año Nuevo, el Día de los Calidos, el Día de la Independencia, el Día del Trabajo, el Día de Acción de Gracias, el viernes siguiente a Acción de Gracias y Navidad.

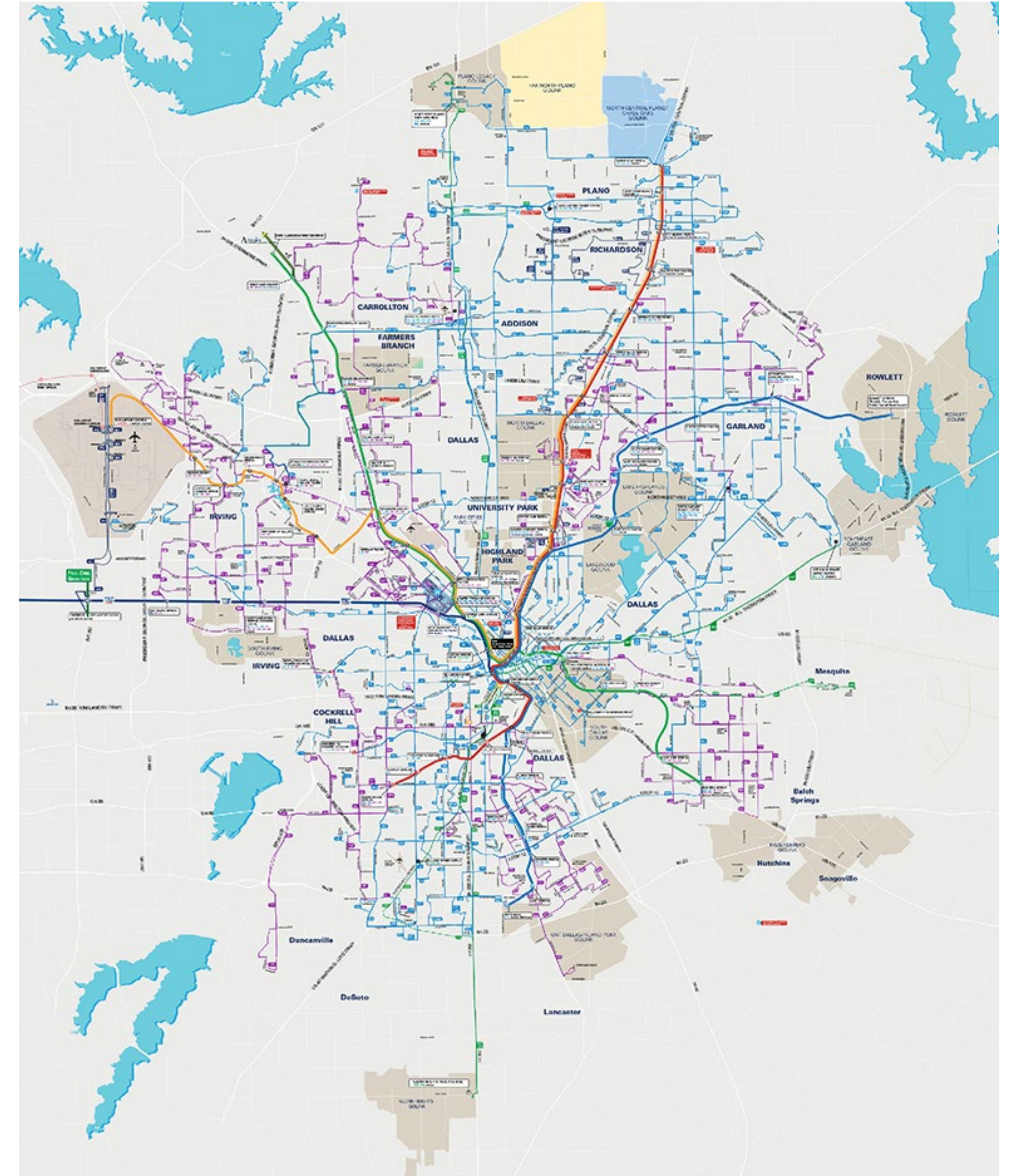
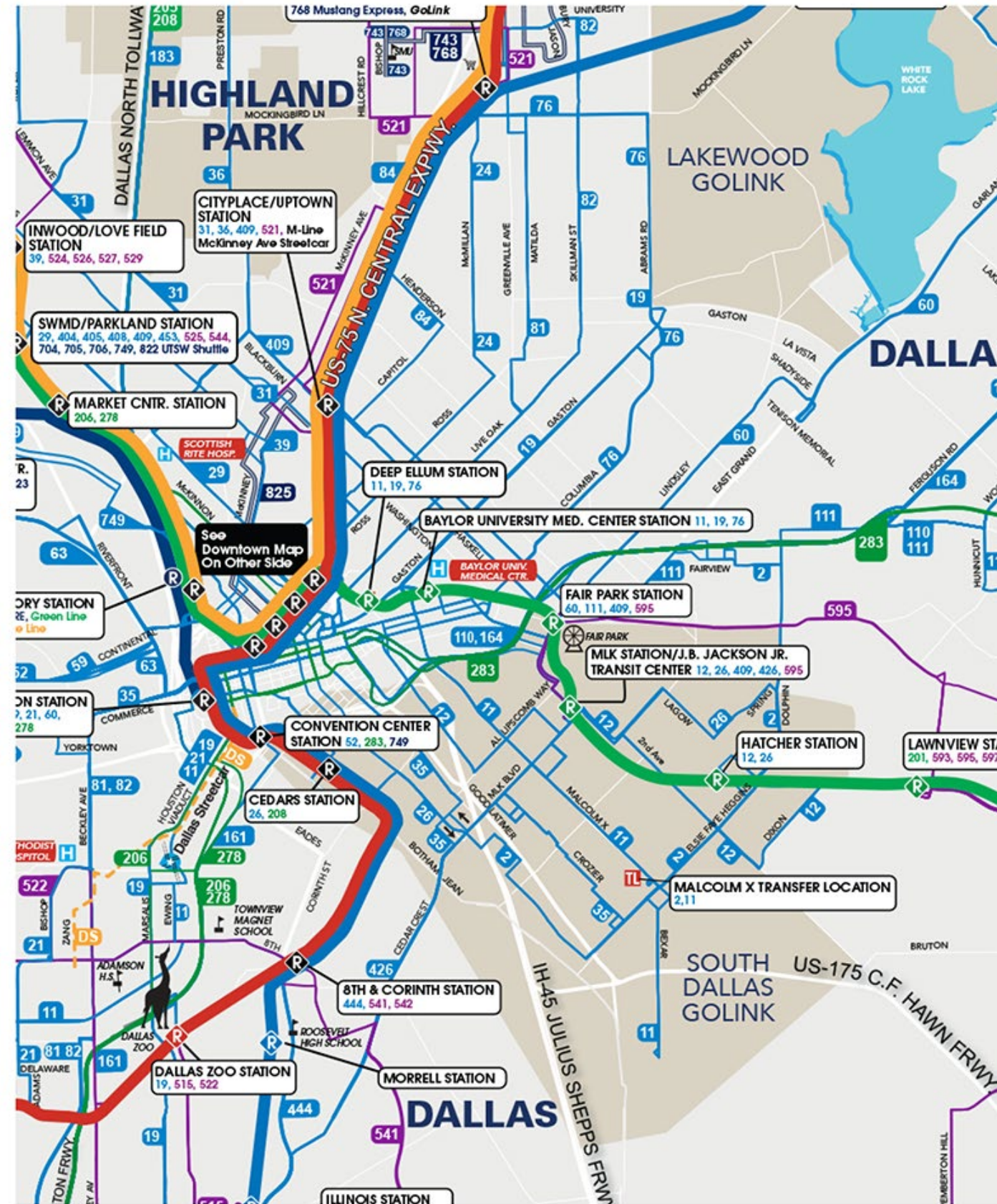


This schedule shows select bus stops. For all stops visit DART.org • Este horario muestra las paradas de autobús seleccionadas. Para conocer todas las paradas, visite DART.org

System Map – Previous Design

CHALLENGES

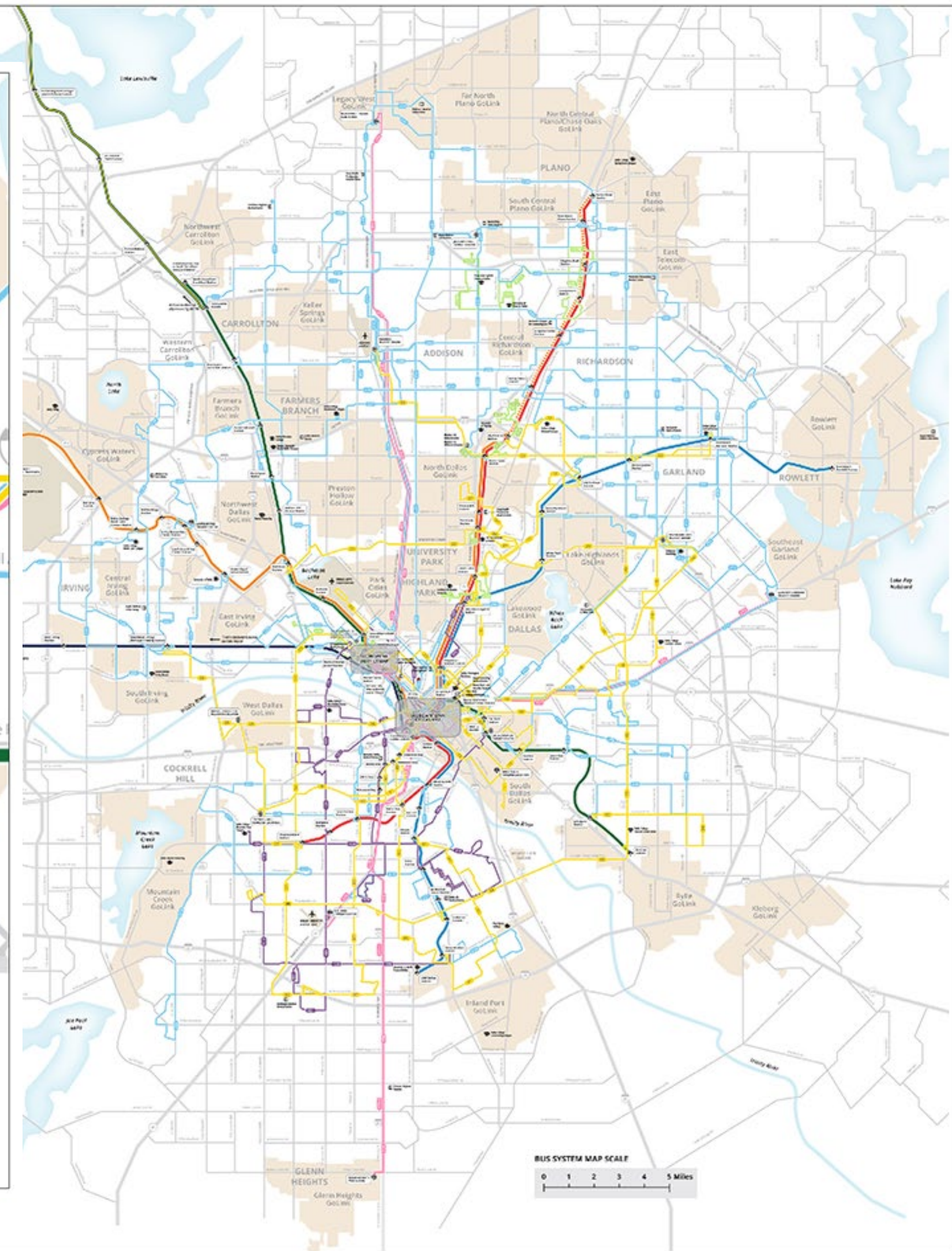
- Grey and taupe backgrounds = unexcited, dirty look.
- Water features and city names are the most prominent aspect of the map.
- Too much focus on internal terms: transit centers vs. Park & Rides vs. transfer centers, each with unique icons.
- Route number tabs are disruptive to the overall appearance.
- Too much overall content that results in text being smaller than 8-point font (required for ADA compliance) in many instances.



System Map – New Design

SOLUTIONS:

- Used less color for the background to increase contrast between routes.
- Simplified the map to make it less intimidating and more user-friendly.
- Differentiated bus routes not only from each other but also from other transit services by adding a white border around route lines.
- Color-coded bus route lines based on their frequency category; map color matches the route brochure color.
- Stylized map elements of the map rather than adhering to strict geographic representation.
- Focused on bus service information since another map focuses on the rail lines.





Icon System – Previous


CHALLENGES


- DART used a mix of alphanumerics, shapes, icons, and logos. Most other transit agencies use one system, or no more than two.
- Icons used on the maps weren't listed on the legend or didn't match the legend.
- Too many pictographic icons did not replicate well at small sizes.
- We had too many unique icons, such as logos for specific locations or services. Icons were not universal and added confusion.
- Maps were inconsistent in icon use; e.g., some hospitals were shown but not others; no rules for schools, parks, shopping, etc.
- There was too much irrelevant detail in areas like DFW Airport.


Map Legend


 **Shared Rail Lines**



 **Red Line**



 **Blue Line**



 **Green Line**



 **Orange Line**


 **Orange Line**
(Weekdays Peak Only)


 **Trinity Railway Express** 
(No Sunday Service)


 **TEXRail (Trinity Metro)** 


 **A-Train (DCTA)** 


 **Dallas Streetcar** 


 Local Bus Route


 Rail Feeder & Transit Center Bus Route


 Express Bus Route


 Weekend Only (consult schedule)


 Shuttles/Employer Shuttles


 Transit Center (parking available)


 Point of Interest


 Transfer Location

 Fare Zone Boundary (See Ticket Pricing)

 Park & Ride

 Hospital

 School

 Shopping

This map will help you use the DART Bus & Rail System. For specific route and schedule information, please refer to individual route timetables or visit us at dart.org or transportedart.org

214-979-1111



Icon System – New

- Implemented universally recognized icons for rail and bus service but used shape to help distinguish between them at a small size.
- Used alphanumerical icons where they have achieved widespread recognition (H = hospital, P = parking).
- Chose an alphanumeric icon for GoLink, a uniquely DART service, but we will evaluate whether to establish a universal icon for on-demand transit in the future.
- Created a simple, direct legend that fits better on maps and brochures.
- Ensured that symbols worked well in a limited-color environment.



**DART Rail station
or all rail stations**



Bus Transfer



Parking



Accessible



Airport



GoLink



Hospital

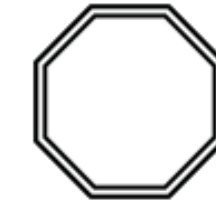


**College or
University**



**Point of
Interest**

GoLink map only icons



**Anchor
facility**

Potential Icon

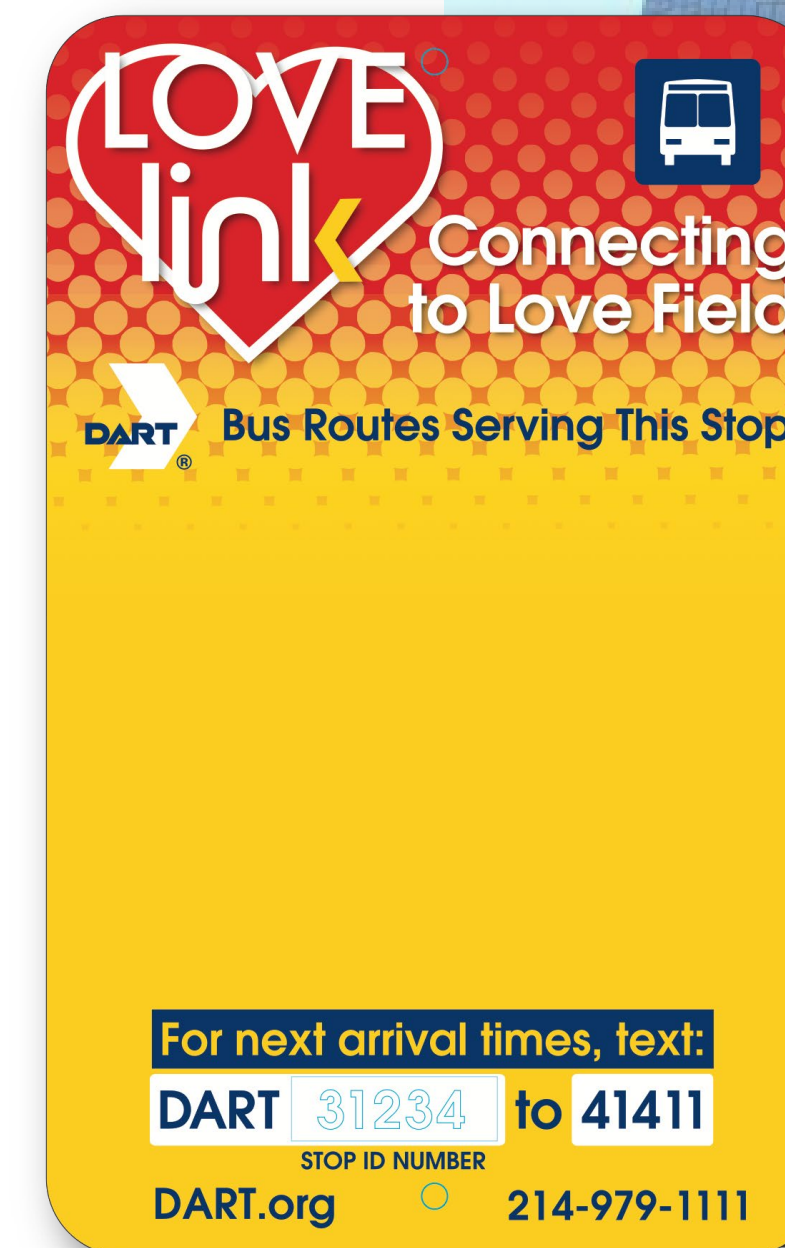
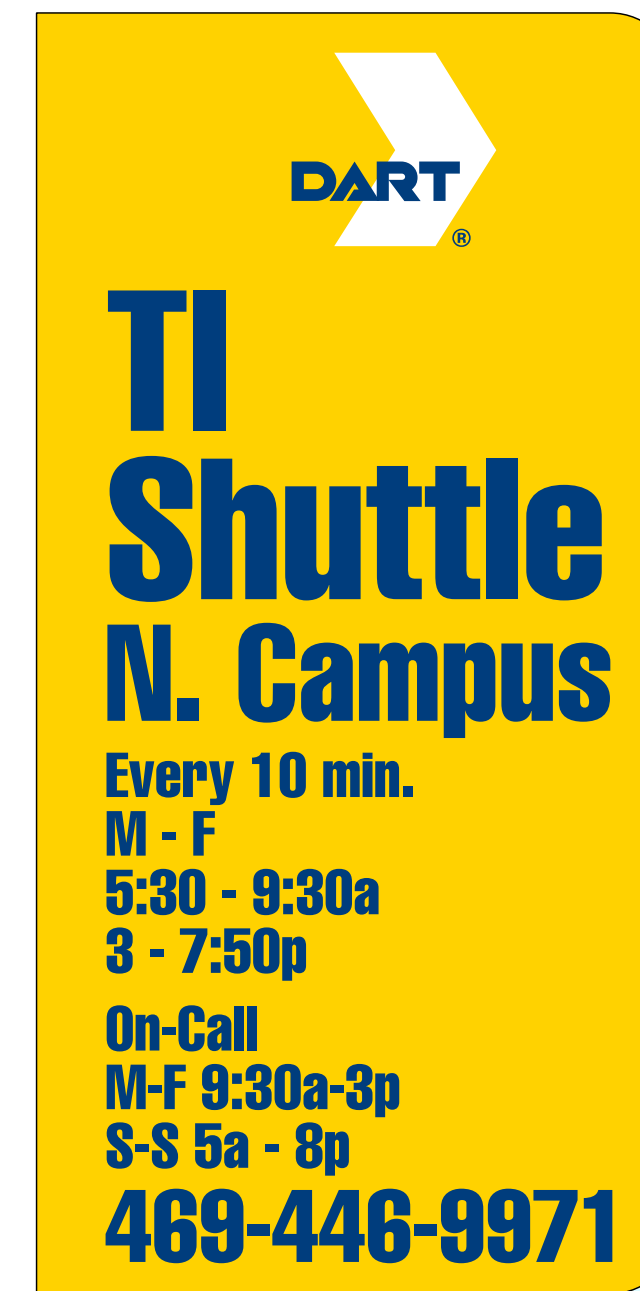


Bus Stop Signs

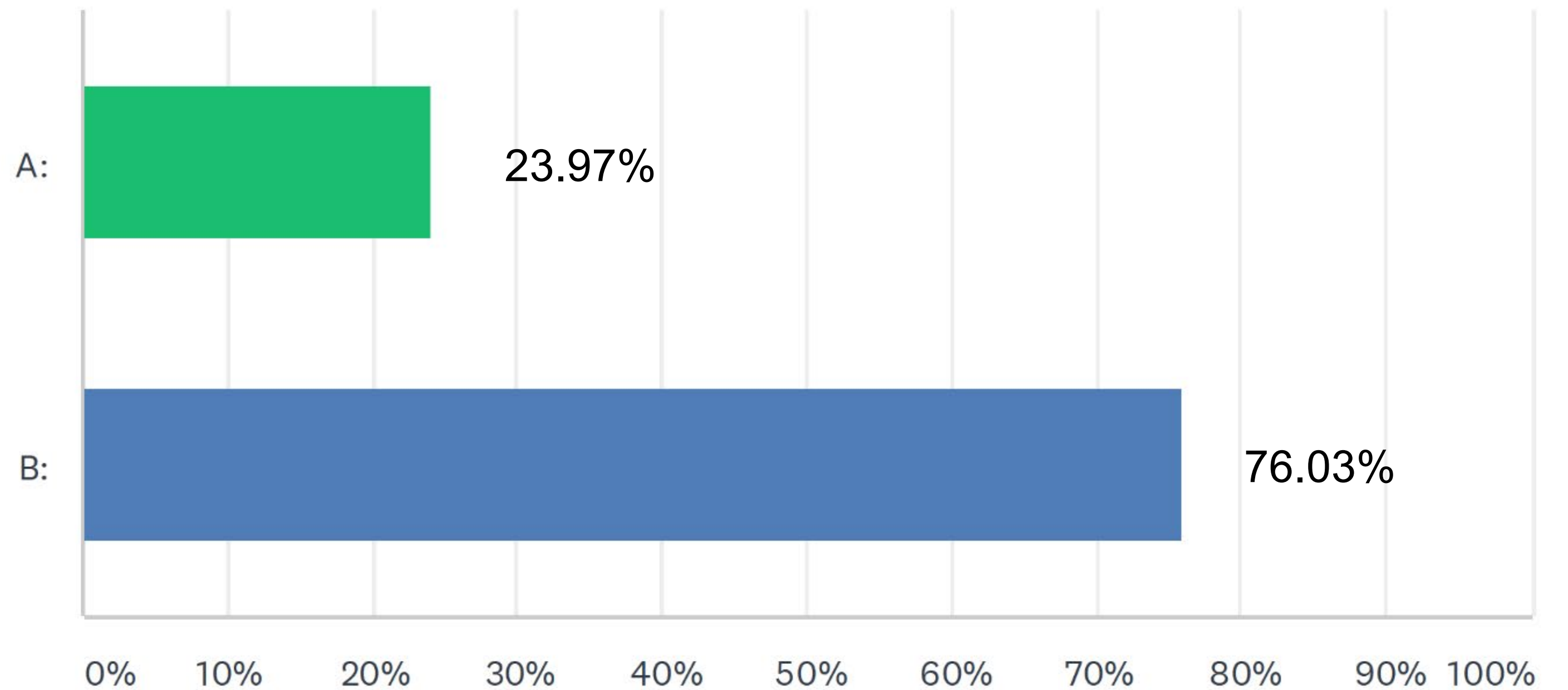
Bus Stop Signs – Previous

CHALLENGES:

- DART’s bus stop signs often got visually lost in the sea of other street signs.
- Signs were one-sided, so riders couldn’t see the bus stops if they were coming from the wrong direction.
- Elements that identified the sign as a bus stop – that is, the words “Bus Stop” and the bus icon – were too small to be seen clearly at a distance.
- Colorful route number decals on a yellow background didn’t provide enough contrast for visually impaired riders.
- Font sizes on elements like route direction or arrival time information were too small to be seen unless you were under the sign.
- The colorful design felt dated.

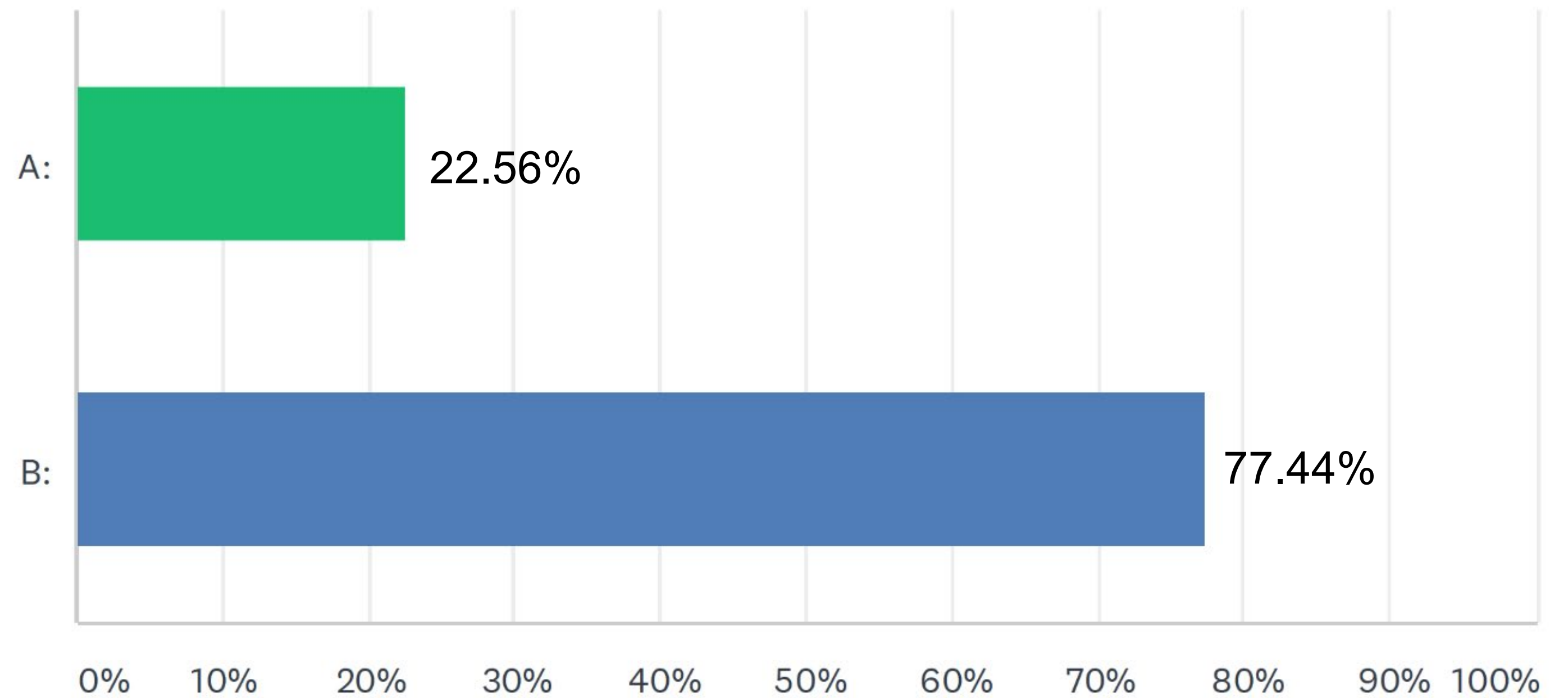


Bus Stop Sign Research – Identifiers



DART riders felt that a white bus icon on a dark background was easier to identify from a distance.

Bus Stop Sign Research – Route Numbers

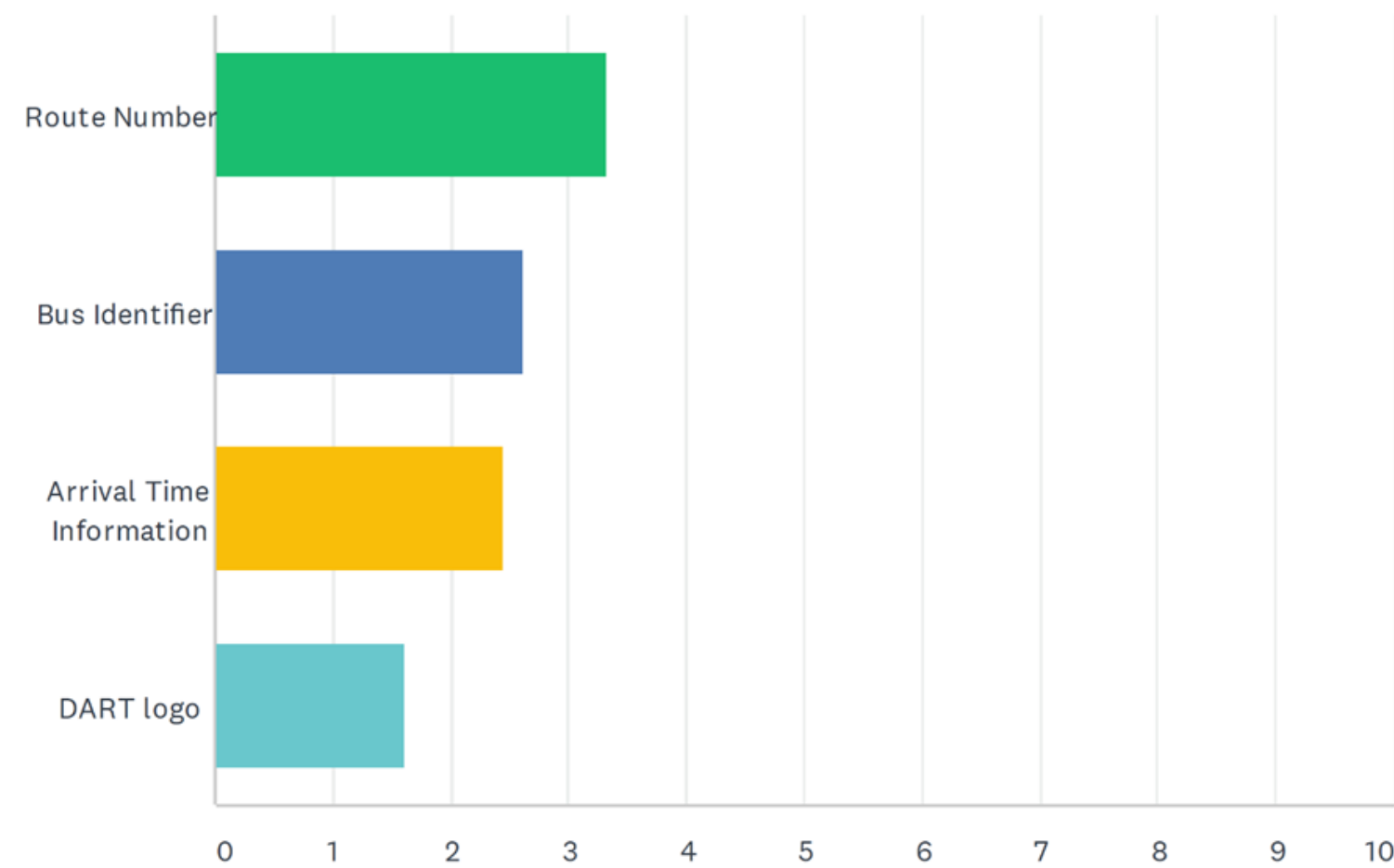


DART riders felt that white numbers on a dark background was easier to read from a distance.

Bus Stop Sign Research – Information Hierarchy

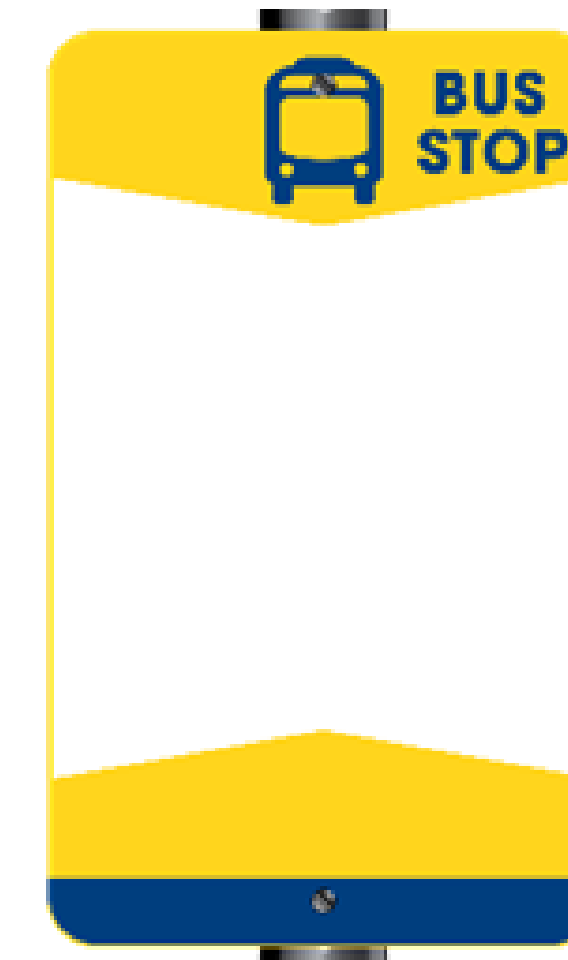
Q7 Please rank the importance of the information on each of the bus stop signs below (from most “1” to least “4” important):

Answered: 267 Skipped: 12



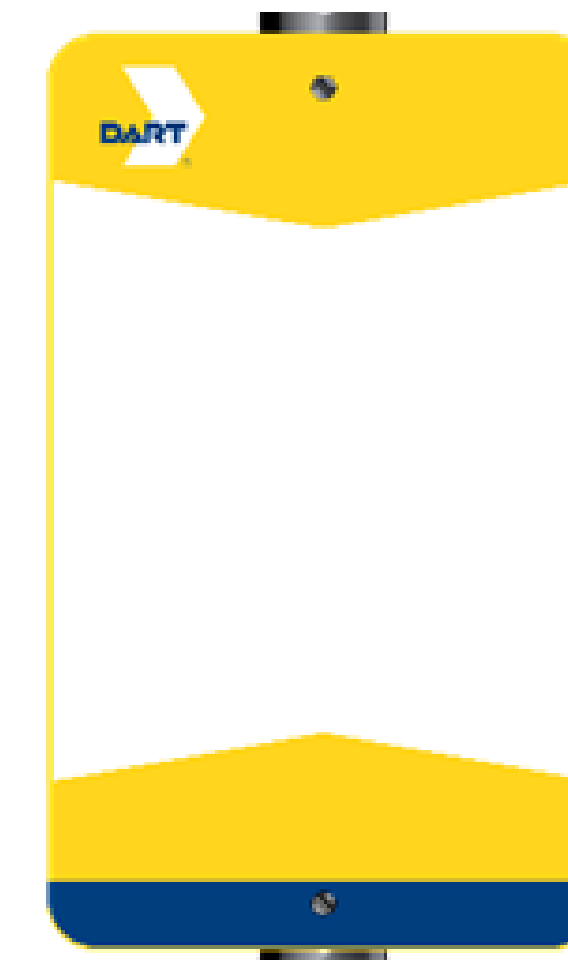
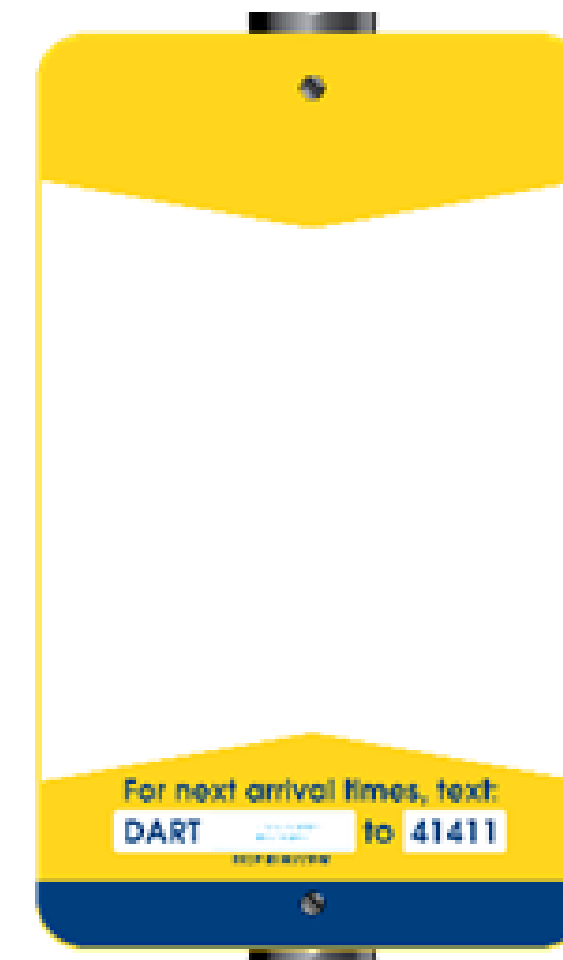
DART asked its riders what information was most important to them on a bus stop sign.

Route Number



Bus Stop Identifier

Arrival Time Information



DART logo

Bus Stop Signs – New

SOLUTIONS:

- Simplified and modernized the design and increased the size of the sign.
- Created two-sided signs so that riders can find bus stops when coming from either direction.
- Enlarged the size of the bus route decals and used white numbers on a dark blue background for greater contrast.
- Increased the visibility of the bus stop identifiers by 150%.
- Made the arrival time information larger and easier to find.
- Used a highly reflective material to ensure bus operators can find the stops easily.

